

from HKS

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

LEAF BLENDING GROUP

RICHMOND, VIRGINIA

To: . Mr. W. K. Riggan
From: . Brad Scott
Subject: . ASIAN PROJECTS - 1993

Date: February 3, 1993

MALAYSIA

1. **Marlboro Menthol 85mm FF - New Product**

- January 18, 1993 - Prototype production in Malaysia utilizing 60% BBS/40% Local.
- February 8, 1993 - Production start-up.
- February 22, 1993 - Product launch date.

2. **Chesterfield 85mm FF - New Product**

- March 1, 1993 - Prototype production in Malaysia utilizing 50% BBS/50% Local.
- April 1, 1993 - Product test, compilation of results
- June 1, 1993 - Product launch date.

INDONESIA

1. **Marlboro 85 mm FF/LTS. - Conversion from Cutfiller to BBS**

- March 8, 1993 - Prototype production in Indonesia utilizing 90% BBS/10% Local
- 3rd Quarter 1993 - Product changeover date, may vary depending on evolution of tax laws governing duty rates on cutfiller.

2021386130

RECEIVED

FEB - 4 1993

R. P. HERETICK

February 3, 1993

Page 2

JAPAN

1. 8mg Product Ex-Richmond (Name to be determined) - New Product

Target Brand: Kent Special Milds

- February 8, 1993 - Prototype production in Semiworks
- 2nd Quarter 1993 - Product testing in Japan.
- 2nd/3rd Quarter 1993 - Product launch - pending test results.

HONG KONG

1. Menthol Product Ex-Richmond (Name to be determined) - New Product

Target Brand: Salem 85mm FF/Lts.

- January 25, 1993 - Prototype production in Semiworks.
- 2nd Quarter 1993 - Product testing in Hong Kong.
- 2nd/3rd Quarter 1993 - Product launch - pending test results.

PHILIPPINES

1. Va. Slims Menthol 100's - New Product

- 2nd Quarter 1993 - Pending test results of a prototype utilizing the current PM 100's Menthol blend, blend development may be required.

CHINA

1. Marlboro - New Product

- 1993 - Pending negotiations with CNTC, Marlboro production from cut filler ex-Richmond will commence in Shanghai. The product would then be changed over to a BBS product, 60% BBS/40% Local, one year later.

2021386131

February 3, 1993

Page 3

INDIA

1. Marlboro - New Product

- **1993** - Once details are worked out, Marlboro produced from cutfiller ex-Richmond or BBS will commence. Details are sketchy at the moment.

THAILAND

1. Marlboro - New Product

- **1993** - Pending final negotiations with the Thai monopoly, Marlboro produced from cut filler ex-Richmond will commence.

\\bts\93proj.m93

2021386132